



# Punjab Government Gazette

## EXTRAORDINARY

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**GOVERNMENT OF PUNJAB**  
**DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS**

**NOTIFICATION**

The 10th August, 2023

**No. I/618362/2023.**— The Governor of Punjab is pleased to make the following amendment in the Punjab News Web Channel Policy, 2022 issued vide PR. No. 1/423869/2022, dated 12.09.2022 as under:-

**POLICY**

- (1) The Policy may be called the Punjab News Web Channel (Fourth Amendment) Policy, 2022.  
(2) This Policy shall come into force with immediate effect.
- In the Punjab News Web Channel Policy, 2022, Clause (e) & (g) of General and Technical Qualifications have been revised and Para 8 (e) is added as mentioned below:-

Sr. No.	Particulars	Current Clause	Revised Clause
1.	General and technical Qualifications	e) the Channel should have at least One lakh subscribers on the date of submission of application for empanelment, by way of- Combined verified Facebook and Youtube official handles or ii. Verified Facebook official handle or iii. Verified Youtube official handle;	e) the Channel should have at least One lakh subscribers/ <b>followers</b> on the date of submission of application for empanelment, by way of- Combined verified Facebook or Youtube official handles or ii. Verified Facebook official handle or iii. Verified Youtube official handle;
		Categories Structure Facebook + Youtube Combined Subscriber base	Categories Structure Facebook <b>followers</b> + Youtube Subscriber Combined base
		Category A 3 million+	Category A 3 million+
		Category B 1 million to 3 million	Category B 1 million to 3 million
		Category C 100K to 1 million	Category C 100K to 1 million

2.	General and technical Qualifications	(g). The channel should have uploaded at least 150 videos or sound bites or News items (Vos/News Capsules or Interviews) within the period of one month during the period of three months	The channel should have uploaded at least <b><u>50 videos or sound bites</u></b> or News items (Vos/News Capsules or Interviews) within the period of one month during the period of three months
3.	<b>New Clause Added 8 (e)</b>	Mode of Payment of advertisement (L-Band/Video/Aston Band)	<b>Only the Views/impressions of Video/News program received within 04 days (or as duration mentioned in particular Released order) of Uploading such video/ News Program that is carrying the advertisement (L-Band/Video/Aston Band) released by DIPR, shall be taken into consideration while calculating the cost.</b>

**MALWINDER SINGH JAGGI, I.A.S.**  
 Secretary, Government of Punjab  
 Information and Public Relations